



Promotional Assistance Policy

Effective October 31, 2005

Policy Statement

Nova Scotia Health Promotion (NSHP) receives numerous requests and proposals for support of events, conferences, workshops, publications, etc. As a publicly-funded government agency, NSHP seeks to maximize the benefits it receives from any promotional assistance investment. This Policy is therefore designed to ensure a fair, efficient, and effective process for evaluating requests made to NSHP for promotional funding.

NSHP may provide promotional assistance to support events, conferences, workshops, publications, etc. that will further the vision and mission of NSHP.

Contributions made by NSHP will create an association between NSHP and the event, conference, workshop, publication, etc. Therefore, NSHP's corporate reputation, goodwill, and sound image must not be compromised.

NSHP must ensure that it receives appropriate recognition and acknowledgment for the promotional assistance when it is given.

Policy Objective

To provide consistency and fairness in resource allocation by establishing a standard policy for requests made to NSHP for promotional assistance.

This Policy addresses requests made to NSHP by third parties requesting promotional assistance. This Policy does not address requests made by NSHP to a third party for funding.

Legislative Framework

1. There are no NSHP Acts nor regulations that apply to this Policy.

Scope

2. This Policy applies to all programs and services of NSHP.

Definitions

3. In this Policy:

- a) "**Direct benefit**" means that an event, conference, workshop, publication, etc., has a direct connection to NSHP vision, mission and strategic goals. Description of the vision, mission and strategic goals can be found at the end of the Promotional Assistance Application form.
- b) "**Promotional Assistance**" for the purpose of this Policy, promotional assistance means any financial support or in-kind contribution provided by NSHP to a non-profit organization, for an event, conference, workshop, publication, etc. which usually occurs on a one time basis during any given fiscal year.
- c) "**In-kind**" payment made in the form of a non-cash item eg. contributions of equipment, supplies, space, staff time, volunteer labour as distinguished from financial assistance. Some organizations may also donate the use of space or staff time as an in-kind contribution.

Accountability

- 4. a) For the purposes of the administration of this Policy, accountability is delegated to the Assistant Deputy Minister of NSHP.
- b) The Director of Policy & Planning, NSHP, has responsibility for the ongoing monitoring and enforcement of this Policy.
- c) The applicant must detail what the funds are to be used for.
- d) Organizations who receive funds in excess of \$1,000.00 will be required to submit a report to NSHP within 60 days of completion of the event, conference, workshop, publication, etc. including a financial statement indicating how the funds were spent, and indication as to how any surplus revenue will be re-invested in health promotion within their organization.

Policy

- 5. a) Should NSHP agree to provide promotional assistance, the amount given will be based on available funds, other competing priorities, and the degree of benefits accrued by NSHP.
- b) NSHP is under no obligation to provide promotional assistance to requesting non-profit organizations.
- c) NSHP will only consider requests from non-profit organizations that are incorporated under the *Societies Act*, R.S., c. 435, s. 1., or an educational institution based in Nova Scotia. This would include private institutions, recognized by the Department of Education as providers of education services to Nova Scotians.
- d) The event must support the vision, mission and goals of NSHP.

e) NSHP cannot provide promotional assistance for events, conferences, workshops, publications, etc. that are co-sponsored by organizations that do not support the vision, mission and goals of NSHP.

f) This Policy does not apply to individual requests for promotional assistance, such as support to attend conferences or events.

g) This Policy does not apply to promotional assistance for hosting large scale major events such as national or international sporting events. The Government-wide Major Events Hosting Policy will apply.

h) NSHP will consider applications from organizations when the following conditions are met:

- I Association with the requesting organization will not compromise the vision, mission and goals of NSHP.
- II Providing promotional assistance for the event, conference, workshop, publication, etc. will advance the public profile of NSHP.
- III The applicant demonstrates that the event, conference, workshop, publication, etc. is mutually beneficial in:
 - achieving NSHP outcomes
 - informing best practice in the area of health promotion
 - building upon existing work
 - promoting NSHP work
 - re-investing any surplus revenues realized locally/provincially.

i) The applicant agrees to NSHP's Terms and Conditions, as described in this Policy.

j) The applicant demonstrates in a satisfactory manner that any surplus revenue generated from the event, conference, workshop, publication, etc., will be reinvested in a manner which will further advance the vision, mission, and goals of NSHP.

Promotional Assistance Terms & Conditions

6. a) Events, conferences, workshops, publications, etc. that receive promotional assistance from NSHP are required to adhere to any specifications provided by NSHP for use of NSHP logo and visual identity.
- b) Other benefits to NSHP for agreement to provide promotional assistance to an event, conference, workshop, publication, etc. will be negotiated between NSHP and requesting organization.

c) If the promotional assistance has been used to support the production or distribution of a publication or other written materials, a copy must be provided to NSHP at the time of release.

d) Should the applicant fail to secure funding from alternative sources, resulting in the applicant being unable to meet the cost of the project, then NSHP's promotional assistance will be withheld or withdrawn.

e) The applicant will provide NSHP with a list of sponsors approached and committed.

f) The applicant is to provide all promotional material and their specific uses with NSHP logo to NSHP for review, prior to release.

g) The following chart provides a guide on promotional assistance that may be available from NSHP for an event, conference, workshop, publication, etc. All requests will be considered on their own merits.

Event Type	Maximum Amount
International	\$5,000.00
National	\$5,000.00
Maritimes/Atlantic	\$5,000.00
Provincial	\$2,000.00
Local/Regional	\$1,000.00

Procedure for Applicants

7. a) Applicants must complete the Promotional Assistance Application Form, attached as Appendix A.

b) Applications must be received by NSHP at least **eight weeks** in advance of the date that the promotional assistance is required.

Application Evaluation

8. a) Applications will be assessed by the NSHP based on the criteria outlined in the Policy section.

b) Should an applicant meet the criteria outlined in the Policy section, the final decision by the NSHP to provide promotional assistance will depend on available funds, competing priorities and the degree of benefits accrued by the NSHP. Applications which meet the criteria described in the Policy section, are not guaranteed to receive funding.

How a Decision is made

9.
 - a) NSHP will acknowledge in writing, receipt of the application, generally within 2 weeks of receiving it.
 - b) NSHP will assess the application and applicants will be notified in writing of the decision rendered within 8 weeks of receipt of application.
 - c) All decisions are final and non-appealable.

Reports & Documentation

10.
 - a) Each manager who reviews an application will document his/her decision and reasons to approve or reject an application.
 - b) The Director of Policy & Planning will prepare NSHP Promotional Assistance Report on an annual basis. The Annual NSHP Promotional Assistance Report will include who applied, decision, and dollar amounts.

Appendices

11.
 - a) Promotional Assistance Application Form

